Media and Online Analysis of Settlements from Saint Ladislaus Memorial Road

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Abstract: The primary goal of the current paper is to emphasize the most important natural and cultural values of 30 analyzed settlements, included in the path of the Saint Ladislaus memorial road. In order to define these core values, the study applies several research methods, previously described in the literature of place branding, including the media- and the online presence analysis of the settlements. The first part of the paper presents the idea behind the Saint Ladislaus memorial road and establishes the theoretical foundation for the current study. The second part contains a brief description of all the settlements included in the current research. The third part describes the research methodology and presents the results of the media- and online presence analysis. The final part of the paper formulates the conclusions and indicates some starting points for future research.

Keywords: place branding; destination branding; media analysis; online presence.

Introduction

The aim of the project is to create a memorial road that connects those settlements in the Carpathian Basin that can be related to Saint Ladislaus. As king of Hungary Saint Ladislaus reigned between 1077 and 1095 and this period had a great importance in Hungary’s history because Saint Ladislaus in fact finished the
References


